

**PARK COMMITTEE MINUTES**  
**Wednesday, February 27, 2013**  
**City Hall, Room 604 5:15 P.M.**

MEMBERS PRESENT: Jerry Wiezbiskie, Brian Danzinger, and Joseph Moore

Excused: James Warner

OTHERS PRESENT: Ald. Boyce, Ald. Steuer, Ald. Kocha, Mayor Schmitt, Bill Kloiber, Dawne Cramer, Dan Ditscheit, Tina Westergaard, Jason Arnoldi, Friends of Bay Beach Board, Attorney Tony Wachewicz and others

A motion was made by Ald. Moore to amend the agenda to take all three items as one presentation but take them separately for discussion and action, seconded by Ald. Danzinger and carried.

Chairman Wiezbiskie commented that we are very excited for this announcement tonight.

1. Discussion/Action on the updated Bay Beach Master Plan
2. Discussion/Action on the proposed fundraising campaign by the Friends of Bay Beach Park
3. Discussion/Action on the purchase and installation of a new ride at Bay Beach Amusement Park

Staff said tonight is going to be an exciting night for the Park & Rec Department. This meeting is all about Bay Beach Park. The agenda will consist of a brief summary of the updated Bay Beach Master Plan, major events since the plan's inception in 2008, an overview of the next ten years, discussion on a new ride and a financial overview of the updates.

Mayor Schmitt said this is a special night. Tonight you will see a very special vision about a very special place. We will introduce the Friends of Bay Beach Board. Bay Beach is the most talked about area in the City of Green Bay just behind the Packers. This will be a great benefit as Bay Beach is one of our greatest assets. I am here tonight to support the staff and Park Committee. The ten year plan that will be presented tonight is very sustainable and fair to the taxpayers.

Staff presented a PowerPoint presentation. In 2007 the city secured the last property, adding 24 acres of green space to the west end of Bay Beach. In 2008 the City Council approved a master plan that presented a roadmap for an expanded, more exciting, and more profitable amusement park. Completion of the plan was expected to take between 15 and 20 years and cost an estimated \$20-\$25 million dollars. The goal of the Parks, Recreation & Forestry Department was to complete the master plan using revenue generated by Bay Beach.

The first major project of the master plan began in 2010 with the purchase and construction of the Zippin Pippin rollercoaster. The coaster was funded through private donations and a ten year bond that will be paid out through revenue generated by Bay Beach.

The addition of the Zippin Pippin in the 2011 season had a significant impact in national and international visibility, attendance and revenue for Bay Beach. Revenue increased by over 50% to a record \$2.5 million. The excitement surrounding the Zippin Pippin brought forth new opportunities for Bay Beach to build on its success, including potential investors interested in assisting with the completion of the master plan.

Mayor Schmitt and the City Council understood that for Bay Beach to continue the growth initiated by the addition of the Zippin Pippin, it would have to be allowed to reinvest its net profits back into the park. With this in mind Bay Beach was set up as a special revenue fund beginning with the 2012 budget cycle. The park would be responsible for paying all operating costs and would retain the remaining revenue that it generated. The net profits would be used to fund the attraction, concession, and infrastructure improvements in the master plan. The designation of Bay Beach as a special revenue fund and the ordinance that all of the park's net profits remain with Bay Beach to be used for park development solidified the City's commitment to the development of the park.

As a result of the City's commitment to Bay Beach, the potential donors expressed their interest to move forward with the creation of a Friends of Bay Beach group. The goal of the Friends of Bay Beach would be to raise funds that would assist in the completion of the master plan.

The Friends of the Bay Beach Board is comprised of an outstanding group of local business people who bring to the park a wealth of community knowledge, business expertise and most importantly to me a great passion for Bay Beach Amusement Park. At this time it is my pleasure to introduce the Board of the Friends of Bay Beach.

- Mr. David Charles, Sr. – President
- Mr. Scot Madson – Vice President
- Mr. Robert Shade, Jr. – Vice President
- Mr. Dennis Langenberg – Secretary/Treasurer

I am excited to announce tonight that these gentlemen, the Friends of Bay Beach Board, have pledged to raise \$5 million dollars in the coming years to make the Bay Beach master plan become a reality.

In November 2012 the original Bay Beach master plan was updated. The phasing element in the original plan needed to be altered to provide a more detailed road map for future growth without compromising the intrinsic quality of the park.

The new phasing is a tool to guide short and long term resource allocation and programming in a planned and coordinated time frame. This phasing will support planned organized expansion as opposed to piecemeal placement.

The phasing strategies in the updated master plan take into account financial constraints, site utility issues, visitor anticipations, parking issues, general practicalities of growth and flexibility. This is a projection plan and will be a flexible document. For example, if the swimming beach becomes a viable option the priorities may change. In addition, many of our rides are purchased used so the ride selection may be dependent on availability of the used rides.

Bay Beach Master Plan is divided into three phases. Phase I is envisioned as ten year, eleven million dollar expansion. Park development is the main priority in this initial phase. Phases II and III will cost an additional nine million dollars and will be completed in the years following the fulfillment of Phase I. The ultimate goal of the Parks, Recreation & Forestry Department is to complete all three phases of the master plan, however the focus for the purpose of our meeting tonight will be the elements contained in Phase I. When developing Phase I we placed a high priority on revenue-producing additions. Once in operation they will generate the funds necessary to complete the infrastructure portions of the master plan in Phases II and III. The first phase is divided into five sub phases (IA-IE). Each sub phase represents a time frame of approximately two years. The time it takes to complete each sub phase could be shorter or longer depending on the funding available.

Staff reviewed the rides and amenities in the five sub-phases of Phase I (IA-IE)

### **Phase IA**

Much of the money in Phase IA will be spent for continued development of the west end of the park, near the Zippin Pippin. This will include a new ride, a shelter, a portable concession stand and additional parking. Renovations to existing Bay Beach amenities will include the relocation of the new train tracks, modifications to the slide, bumper car renovations and concession kitchen improvements in the pavilion.

### **Sea Dragon Ride**

Tonight we will be requesting approval for a fifty-fifty partnership with the Friends Group to negotiate, purchase and install the Sea Dragon ride. It will cost approximately \$670,000. We have been negotiating on the possible purchase of this ride. Renovations would consist of some cosmetic painting repair, seat brackets, and bar replacements. Our mechanics would do a thorough inspection of the hydraulics and the whole ride to make sure that all elements meet Wisconsin code. The Sea Dragon is a classic ride that would fit into the historical setting of our park. Staff reviewed some of the features of the ride.

### **Ride Info**

- There are ten seats, 4-6 people per seat depending on adults versus children ridership.
- The ride is 44 feet tall with an arc of 56 feet on the swing.
- The arc length is 80 feet. This is a hydraulic ride powered by electricity.
- The ride is 60 feet wide.
- Ride length would be 1.5 to 2 minutes long.
- The ride will cost two tickets.
- Location will be on the west end to the left of the entrance gate of the Zippin Pippin.

- Our goal is to try to get this ride operational by the latter part of this season.
- Projected ridership is somewhere between 300,000 to 350,000
- There will be no bond request or tax increase associated with this ride.
- This ride would be paid for by donations from the Friends of Bay Beach and Bay Beach development funds.

### **Phase IB**

The goal for Phase IB is to continue development on the west end and to create a more prominent unifying link to the existing rides on the east end. The addition of another major ride, Destination Playground and installation of the Main Circulation Spine are proposed in this phase.

### **Phase IC**

Phase IC will begin to address the shoreline improvements by installing a boardwalk. New tot rides such as Dragon Kiddie Coaster and Jumping Star Tot Ride could provide new excitement opportunities for young children. In addition, a new operations/office building is proposed in the center of the redeveloped park.

### **Phase ID**

Phase ID will add 1-2 new rides and will begin major renovations of the pavilion.

### **Phase IE**

Phase IE will continue renovations to the pavilion space, not only to help make it a year round attraction, but also create a unified space. Spaces such as an outdoor dining terrace, possibly an ice rink, grand staircase to the boardwalk or front entry plaza would be considered in this phase.

It is important to note that funds remaining in the Bay Beach 214 account each year, after all expenses and capital improvements are paid, may be used to complete some items in Phases II and III concurrently with Phase I. Some of these developments may include the reconstruction of the main parking lot, a new roof on the pavilion, dance hall renovations, ride relocations, pier and swimming beach construction, the entry plaza and various site amenities. These projects or others will be selected on a need basis as Bay Beach funding is available.

In December 2012 Schenck SC donated its resources to produce a financial projections package to supplement the revised master plan. This package highlights the financial impact of each sub phase contained in Phase I and the significant impact that the financial support received from the Friends of Bay Beach will have on the length of time it will take to complete. The projections in this document serve as a financial measuring stick for future development.

The new phasing plan and the contributions of the Friends of Bay Beach will clearly have a significant impact on the park. Between 2012 and 2022 Bay Beach ridership could grow from 2.8 million riders to 4.7 million riders. Bay Beach is second only to the Green Bay Packers in people visits for the area. These improvements will significantly enhance the financial impact of the park and the local community and economy.

The increase in the number of people visiting Bay Beach could bring gross revenues from \$2.4 million in 2012 to over \$4 million in 2022. It is important to note that this increase in revenue does not come from an increase in ticket prices. Throughout the financial project the ticket price remains at only \$.25. The increased revenue comes strictly from the new rides, attractions and improvements in this phasing plan.

The revenues generated by Bay Beach will allow the original master plan to be completed over the course of 20 to 25 years. The significant contributions from the Friends of Bay Beach will accelerate the completion of the plan. With tickets remaining at \$.25 throughout phase I, the park will remain affordable to all who want to visit. There is no risk to this proposal. There are no tax dollars involved and the proposed developments will only move forward when the fundraising goals are achieved and there is enough matching funds in the Bay Beach development account. If the projected donations do not reach their goal, we can still precede using only Bay Beach funds, just not as quickly.

Since 1892 Bay Beach Amusement Park has truly been a community gem. We are genuinely appreciative and very thankful to the Friends of Bay Beach for all they have already done and all they will help us accomplish in the future. We are incredibly excited to begin this partnership. I would also like to take a minute to thank our staff who worked on this project for all their hard work in putting this together: Tina and Jason of Bay Beach, our Office Manager Marsha, Dan, Executive Secretary Karen, our office staff, Keith, Dean and all of our Park Maintenance Workers, caretakers and mechanics. The opportunities that this partnership will create will make Bay Beach an even bigger and better attraction that will serve the residents of Green Bay for many generations to come.

Chairman Wiezbiskie thanked the staff and the Friends of Bay Beach. You are greatly appreciated. Thanks for making this plan a reality. Great job by Park and Rec Staff and the Director for coming up with a super plan.

Ald. Moore said I'm proud to be the representative in District 6 where Bay Beach is located. Bay Beach is an awesome jewel in the city. He also thanked all of the staff for their hard work on this project.

Ald. Danzinger thanked the staff, Director Cramer, the Mayor and the Friends of Bay Beach for sharing your commitment and vision. I'm excited to see this strategic approach that maximizes a self-sustaining model, and more importantly emphasizes a great resource we already have in Green Bay.

Ald. Moore made a motion to open the floor, seconded by Ald. Danzinger and carried.

Ald. Mark Steuer in District 10 stated this is a great project and thanked the Friends of Bay Beach. I wish I was a kid again so I could be riding those great rides.

Ald. Amy Kocha in District 5 thanked Director Cramer and staff for their hard work on the project.

Ald. David Boyce from the District 7 stated this is a great opportunity for community unity. Bay Beach is an awesome addition to the city.

The media asked for more information about the Sea Dragon. Jason Arnoldi, Special Facilities Assistant Manager, explained that the ride is out east and we have been in negotiations for some time. I have personally ridden the ride, it's in great shape. We will refurbish it to brand new status.

Kate Raddatz, WBAY, asked about the three phase plan. Staff explained that phase 1 would be about ten years but some items in phase II or III could run concurrently depending upon funding.

Scott Williams of the Green Bay Press Gazette asked if this Friends group would be strictly for Bay Beach or a joint Friends group with the Sanctuary. Staff explained this Friends group is strictly for the Amusement Park.

Ald. Moore made a motion to close the floor, seconded by Ald. Danzinger and carried.

#### Regarding Agenda Item #1

Ald. Moore made a motion to approve the updated Bay Beach Master Plan and authorize staff to use Bay Beach development funds to complete Phase I contingent upon available funding, seconded by Ald. Danzinger and carried.

#### Regarding Agenda Item #2

Ald. Moore made a motion to approve the Friends of Bay Beach fundraising campaign and authorize staff to work with the Friends of Bay Beach to implement the donations to be used for the development of the updated Bay Beach Master Plan, seconded by Ald. Danzinger and carried.

#### Regarding Agenda Item #3

Ald. Moore made a motion to authorize staff to use Bay Beach development funds to partner with the Friends of Bay Beach in a 50/50 partnership to purchase, restore and install the Sea Dragon ride at Bay Beach Amusement Park contingent upon available funding, seconded by Ald. Danzinger and carried.

Ald. Moore made a motion to adjourn, seconded by Ald. Danzinger and carried.